



WEWS

## ORDER

Print Date 10/29/12 Page 1 of 3

**Flight Dates 10/30/12-11/06/12**

<u>ON YOUR SIDE</u>		<u>Order Sep</u>	00:20:00
		<u>Product</u>	<u>Estimate #</u> <b>3500</b>
<u>Contract / Revision</u>	<b>315903</b> /	<b>Congressional Leadership Fund TV</b>	<u>Alt Order #</u>
<u>Original Date / Revision</u>	10/25/12 10/25/12	<u>Agency Com</u> 15%	<u>Billing Type</u> Cash
		<u>Billing Contact</u>	<u>Order Type</u> GENERAL
<u>Advertiser</u>	<b>Congressional Leadership F</b>	<b>815 Slaters Lane Alexandria, VA 22314</b>	<u>Billing Cycle</u> EOM/EOC
			<u>Billing Calendar</u> BROADCAST
<u>Agency</u>	<b>American Media and Advocacy</b>		<u>Demographic</u> A35+
<u>Buying Contact</u>		<u>Sales Office</u> EWSDC	<u>Rev Codes</u> POL POL ISS
<b>815 Slaters Lane Alexandria, VA 22314</b>		<u>Sales Region</u> NAT	<u>Product Codes</u> PL
		<u>Agency Ref</u>	<u>Priority</u> P-1
			<u>Advertiser Ref</u>

## Primary Account Executive

Daniel Bavloq

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 121700

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	57	\$103,445.00	\$121,700.00	0.00	10/29/12	11/06/12	57	\$103,445.00	\$121,700.00
Totals	57	\$103,445.00	\$121,700.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	57	\$103,445.00	\$121,700.00	0.00	10/29/12	11/06/12	57	\$103,445.00	\$121,700.00
Totals	57	\$103,445.00	\$121,700.00	0.00					



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Contract / Revision**315903**Flight Dates**10/30/12-11/06/12**Hiatus DatesOriginal Date / Revision

10/25/12 / 10/25/12

Order Sep 00:20:00Advertiser **Congressional Leadership** Product **Congressional Leadership I** Estimate # **3500**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>		
													Spots	Amount	
N 2	WEWS	10/30/12	11/06/12	SA 730-8P SA 730-8P	CM	730-8P	-----S-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-----S-			1	\$1,200.00			0.00					
Week:	11/05/12	11/11/12	-----			0	\$0.00			0.00					
N 3	WEWS	10/30/12	11/06/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-----S-			3	\$1,200.00			0.00					
Week:	11/05/12	11/11/12	-----			0	\$0.00			0.00					
N 4	WEWS	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$1,400.00	P-1	0.00	NM	6	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-TWTF--			4	\$1,400.00			0.00					
Week:	11/05/12	11/11/12	MT-----			2	\$1,400.00			0.00					
N 5	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	8	\$1,500.00	P-1	0.00	NM	12	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-TWTF--			8	\$1,500.00			0.00					
Week:	11/05/12	11/11/12	MT-----			4	\$1,500.00			0.00					
N 6	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	8	\$1,800.00	P-1	0.00	NM	12	\$21,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-TWTF--			8	\$1,800.00			0.00					
Week:	11/05/12	11/11/12	MT-----			4	\$1,800.00			0.00					
N 7	WEWS	10/30/12	11/06/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-----S			1	\$1,800.00			0.00					
Week:	11/05/12	11/11/12	-----			0	\$0.00			0.00					
N 8	WEWS	10/30/12	11/06/12	M-F 1135p-1202a Night M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-TWTF--			4	\$2,500.00			0.00					
Week:	11/05/12	11/11/12	M-----			1	\$2,500.00			0.00					
N 9	WEWS	10/30/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$3,500.00	P-1	0.00	NM	5	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-TWTF--			4	\$3,500.00			0.00					
Week:	11/05/12	11/11/12	M-----			1	\$3,500.00			0.00					
N 10	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late New	CM	11-1135p	MTWTF--	:30	4	\$4,500.00	P-1	0.00	NM	5	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-TWTF--			4	\$4,500.00			0.00					
Week:	11/05/12	11/11/12	M-----			1	\$4,500.00			0.00					
N 11	WEWS	10/30/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-TWTF--			5	\$2,500.00			0.00					
Week:	11/05/12	11/11/12	M-----			0	\$0.00			0.00					
N 12	WEWS	10/30/12	11/06/12	M-F 1202a-107a Jimmy M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00



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Contract / Revision 315903 Flight Dates 10/30/12-11/06/12Hiatus DatesOriginal Date / Revision 10/25/12/ 10/25/12Order Sep 00:20:00Advertiser Congressional Leadership Product Congressional Leadership I Estimate # 3500

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N12	WEWS	10/30/12	11/06/12	M-F 1202a-107a Jimmy G&M		1202-107x	MTWTF--	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00	
M-F 1202a-107a Jimmy K																
Start Date	End Date	Weekdays		Spots/Week		Rate		Rating								
Week: 10/29/12	11/04/12	-TWTF--		1	\$1,300.00	0.00										
Week: 11/05/12	11/11/12	-----		0	\$0.00	0.00										
														Totals	57\$121,700.00	